SOFTWARE SALES INCREASED an average of 84.4 percent this year at those audio/video/electronics specialty stores polled. An additional increase of 59.4 percent is projected for next year. The gross profit margin on software averages 28.6 percent.

Only the software margin is almost in line with the overall average of 28.6 percent.

Still, these retailers are committed. The audio/video/electronics stores devote an average of 383.5 sq. ft. to the category, the second largest in the industry, and expect to increase the number of hardware brands they carry from an average of 2.7 this year to 3.0 next year, again, the second largest.

Not bad for a group of retailers that is quite new to computers. More than half entered the market only last year.

Department stores profit

Looking for substantial growth in the computer category is the department store. Those responding to the survey are planning to make a significantly stronger commitment in 1984.

For example, the average department store will carry 3.1 brands of computer hardware next year, up from 2.4 in 1983, giving it the largest selection in the survey.

This may be because hardware is where the department stores are finding they can profit. Gross margins are hitting 16.9 percent, the second highest in the industry, where 15.7 percent is the overall average.

In software, they are expecting to increase sales 58 percent next year, slightly above the overall average of 54.7 percent, making them among the most optimistic of all the types of dealers polled.

However, the gross profit margin on software is just 29.3 percent at the average department store, only slightly above the overall average of 28.6 percent. Perhaps as a result, the department stores are planning to increase their software inventories only 19 percent next year, the lowest projected increase in the industry, well below the overall average of 33.4 percent.

And department stores are still surprisingly dependent on entertainment software. It generates 53 percent of their volume in the category, more than at any other type of store. Also doing well are educational titles, although only a fair job is being done in home management, and business software ranks the lowest of all stores in the survey.

Next year should be only a fair one for peripherals in department stores. They are projecting a sales increase of 23.8 percent, compared with the overall average of 55.8 percent. Still, the stores find peripherals, like hardware, to be very profitable, producing almost the highest gross profit margin in the industry: 27.6 percent.

The most popular peripheral at the department store level is the cassette player, which ties in with the relatively low-end products most of the units seem to be moving en masse. Some 76 percent of the stores' hardware sales are now in units costing $300 or less.

Appliance/TV stores join in

The newest members of the computer retailing fraternity contacted by the poll are appliance/TV stores, which are slowly but surely coming into the market.

More than three-quarters of those polled that are in the business reported they had entered in the past 24 months. And the average store dedicates 246.4 sq. ft. to computers, producing the smallest departments of the survey.

While these retailers are expecting to expand in computers, they are not planning on moving any too quickly. In hardware, for instance, volume increased 39.2 percent this year and is expected to jump another 46 percent in 1984, well below the national average.

Software sales increased 40.1 percent this year and are projected to jump 41.2 percent next year, the smallest in the industry. And peripherals sales climbed 64.4 percent this year and are expected to climb 43.9 percent next year, also comparatively small.

However, in some cases, the appliance/TV retailers are making up in profitability what they lack in volume.

The gross profit margin on hardware is the highest in the industry: 17.3 percent. The peripherals margin also is high, 26.1 percent, compared with the national average of 23.7 percent.

Only in software do appliance/TV retailers fall short, reporting in with a gross profit margin of 27.3 percent, the lowest in the survey.

Nevertheless, these dealers do not appear frustrated. Next year, they plan to boost software inventories by 40.4 percent, the second largest increase of all the dealers polled.

STATISTICAL MATTER for this survey was compiled by Selma Book, market research manager, and Matea Esguerra, research associate.

Radio/TV store

Selling computers since: 1983
Selling space devoted to computers: 25 sq. ft.
Brands carried: Commodore
1983 computer volume (projected): $5,000
1984 computer volume (predicted): $6,500
1983 volume (projected) in: Hardware: $2,500
Software: $1,500
Peripherals: $1,000
1984 volume (predicted) in: Hardware: $3,250 (+30% from 1983)
Software: $1,950 (+30%)
Peripherals: $1,300 (+30%)
Gross profit margin on: Hardware: 15%
Software: 40%
Peripherals: 40%
Portion of computer sales made in "packages": 85%
Software volume breakdown: Entertainment: 40%
Education: 20%
Home management: 20%
Business/other: 20%
How software is purchased: From local distributors: 100%

Consumer Electronics Store

Number of units: 2
Selling computers since: 1979
Average selling space devoted to computers per store: 1,000 sq. ft.
Brands carried: Atari, Commodore, Texas Instruments, Timex/Sinclair
Would like to add in 1984: Franklin, IBM
1983 computer volume (projected): $355,000
1984 computer volume (predicted): $406,000
1983 volume (projected) in: Hardware: $250,000 (+20% from 1982)
Software: $80,000 (+20%)
Peripherals: $25,000 (+10%)
1984 volume (predicted) in: Hardware: $275,000 (+10% from 1983)
Software: $100,000 (+25%)
Peripherals: $30,000 (+20%)
Gross profit margin on: Hardware: 15%
Software: 30%
Peripherals: 30%
Portion of computer sales done in: First quarter: 25%
Second quarter: 10%
Third quarter: 15%
Fourth quarter: 50%
Portion of computer sales made in "packages": 40%
Software volume breakdown: Entertainment: 70%
Education: 20%
Home management: 5%
Business/other: 5%
How software is purchased: From publishers: 10%
From local distributors: 20%
From national distributors: 70%

Radio/TV/Personal Electronics Store

Selling computers since: 1982
Selling space devoted to computers: 300 sq. ft.
Brands carried: Commodore
1983 computer volume (projected): $35,000
1984 computer volume (predicted): $43,000
1983 volume (projected) in: Hardware: $25,000 (+25% from 1982)
Software: $5,000 (+50%)
Peripherals: $5,000 (+90%)
1984 volume (predicted) in: Hardware: $31,250 (+25% from 1983)
Software: $5,000 (no change)
Peripherals: $6,750 (+35%)
Gross profit margin on: Hardware: 10%
Software: 25%
Peripherals: 20%
Portion of computer sales done in: First quarter: 15%
Second quarter: 10%
Third quarter: 15%
Fourth quarter: 60%
Portion of computer sales made in "packages": 0%
Software volume breakdown: Entertainment: 40%
Education: 20%
Home management: 10%
Business/other: 30%
How software is purchased: From local distributors: 100%

VIDEOGAMES

FROSTBITE, Activision, Inc. Atari 2600-compatible. Available now. Suggested retail $31.95.

MOON PATROL, Atari. Atari 2600-compatible. Available now. Atari 5200-compatible. Available first quarter of 1984. Suggested retail $40.95.

PENGO, Atari. Atari 5200-compatible. Available now. Atari 2600-compatible. Available first quarter of 1984. Suggested retail $40.95 (5200), $35.45 (2600).

COMPUTERS

GAMES

APPLE CIDER SPIDER, Sierra On-Line. Apple II series-compatible. Available now. Suggested retail $29.95.

CANDY BANDIT, T & F Software. Commodore 64-compatible. Available now. Suggested retail $29.95.

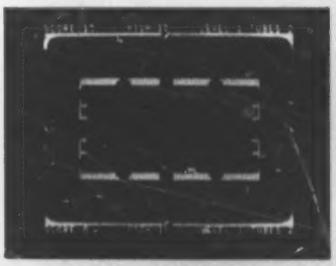
COLOR BASEBALL, Radio Shack. TRS-80 color computer-compatible. Available now. Suggested retail $24.95.

DARK CRYSTAL, Sierra On-Line. Apple series-compatible. Available now. Suggested retail $37.95.

SEAFOX, Broderbund Software. Commodore VIC 20-compatible. Available now. Suggested retail $34.95.

SHADOW WORLD, Synapse Software. Atari series-compatible. Available now. Suggested retail $34.95.

SPEED RACER, T & F Software. Commodore 64-compatible. Available now. Suggested retail $29.95.



SPITBALL, Creative Software. Commodore 64-compatible. Available now. Suggested retail $34.95.

STAR BLAZE, Radio Shack. TRS-80 color computer-compatible. Available now. Suggested retail $19.95.

STARBOWL FOOTBALL, Gamestar, Inc. Commodore 64-compatible. Available first quarter of 1984. Suggested retail $31.95.

STAR LEAGUE BASEBALL, Gamestar, Inc. Commodore 64-, Atari series-compatible. Available first quarter of 1984. Suggested retail $31.95.

LEARNING

CREATE A TEST, Cross Educational Software. Apple series-compatible. Available now. Suggested retail $49.95.

ELECTRONIC FLASH CARD, Advant-Garde Creations. Apple II+-compatible. Available now.

FAX, EPYX, Inc. Apple series-compatible. Available now.

I AM THE C-64, Creative Software. Commodore 64-compatible. Available now. Suggested retail $29.95.

MICROMETER, School & Home CourseWare, Inc. Apple-, Atari-, PET-, TRS-80 compatible. Available now.

MUSIC CONSTRUCTION SET, Electronic Arts. Apple series-, Commodore 64-compatible. Available now. Suggested retail $40.

PROGRAMMING KIT II, Timeworks, Inc. Commodore 64-compatible. Available now. Suggested retail $24.95.

SPELLBOUND, Timeworks, Inc. Commodore 64-compatible. Available now. Suggested retail $24.95.

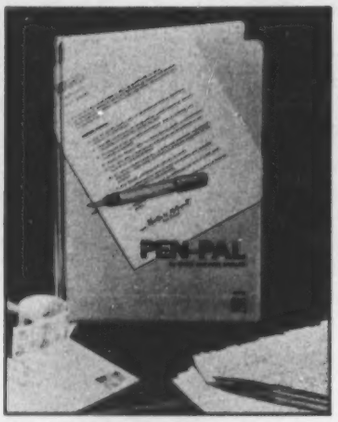
WORD WIGGLE, Software Toolworks. IBM PC-, Zenith Z100-compatible. Available now. Suggested retail $29.95.

See Retailer Opinion File page 32

HOME MGT

CASH BUDGET MANAGEMENT, Radio Shack. TRS-80-compatible. Available now. Suggested retail $49.95.

MAIL CONTROLLER, Orbyte Software. Commodore 64-compatible. Available now.



PEN-PAL, Howard W. Sams & Co., Inc. Apple II series-compatible. Available now. Suggested retail $59.95.

SOFTAX, Design Trends Ltd. IBM PC-, Apple series-compatible. Available now. Suggested retail $199.

ULTRA PLOT, Avant-Garde Creations, Inc. IBM PC-compatible. Available now.

Merchandising's TOP 10 TEN

. . . in videogame software

	Last month's position	Months on chart
1. Q*Bert *(Parker Brothers)*	1	4
2. Pole Position *(Atari)*	3	3
3. Centipede *(Atari)*	2	9
4. Jungle Hunt *(Atari)*	6	2
5. Miner 20-49er *(Atari)*	—	1
6. Mr. Do *(Coleco)*	7	2
7. Ms. Pac-Man *(Atari)*	8	10
8. Dig-Dug *(Atari)*	—	1
9. Time Pilot *(Coleco)*	—	1
10. Donkey Kong, Jr. *(Coleco)*	—	4

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Merchandising's TOP 50 FIFTY

Top 30 in videocassette rentals

		Last month's position	Months on chart
1.	**Flashdance** *(Paramount)*	1	3
2.	**Gandhi** *(RCA/Columbia)*	14	2
3.	**48 Hours** *(Paramount)*	2	5
4.	**The Man from Snowy River** *(CBS/Fox)*	3	3
5.	**Psycho II** *(MCA)* G	—	1
6.	**Blue Thunder** *(RCA/Columbia)*	—	1
7.	**The Year of Living Dangerously** *(MGM/UA)*	8	2
8.	**The Man with Two Brains** *(Warner)*	—	1
9.	**Tender Mercies** *(Thorn EMI)*	16	2
10.	**The Verdict** *(CBS/Fox)* GP	6	5
11.	**Porky's** *(CBS/Fox)* GP	5	4
12.	**Bad Boys** *(Thorn EMI)*	4	3
13.	**Dr. Detroit** *(MCA)* I	9	2
14.	**Something Wicked this Way Comes** *(Disney)*	—	1
15.	**Monty Python's Meaning of Life** *(RCA/Columbia)*	—	1
16.	**The Outsiders** *(Warner)* G	7	3
17.	**Lone Wolf McQuade** *(Vestron)*	—	1
18.	**Windwalker** *(CBS/Fox)*	21	2
19.	**Eating Raoul** *(CBS/Fox)*	13	2
20.	**Spring Break** *(RCA/Columbia)*	22	2
21.	**High Road to China** *(Warner)* GP	11	5
22.	**First Blood** *(Thorn EMI)* GI	20	6
23.	**Sophie's Choice** *(CBS/Fox)* GI	10	6
24.	**Stroker Ace** *(Warner)*	—	1
25.	**The Entity** *(CBS/Fox)*	—	1
26.	**The Black Stallion Returns** *(CBS/Fox)*	24	2
27.	**Space Hunter** *(RCA/Columbia)*	—	1
28.	**Southern Comfort** *(Embassy)*	25	2
29.	**Without a Trace** *(CBS/Fox)*	17	2
30.	**He-Man and the Masters of the Universe** *(RCA/Columbia)*	—	1

Top 10 in videocassette sales

1.	**Flashdance** *(Paramount)*	1	3
2.	**Jane Fonda's Workout** *(Karl)* GPI	2	17
3.	**48 Hours** *(Paramount)*	3	5
4.	**Gandhi** *(RCA/Columbia)*	—	1
5.	**An Officer and a Gentleman** *(Paramount)* GPI	4	10
6.	**Raiders of the Lost Ark** *(Paramount)*	—	1
7.	**High Road to China** *(Warner)* GP	5	5
8.	**Psycho II** *(MCA)* G	—	1
9.	**Porky's** *(CBS/Fox)* GP	6	4
10.	**The Police Around the World** *(IRS Video)*	—	1

Top 5 in CED videodisc sales

1.	**Flashdance** *(Paramount)*	1	2
2.	**48 Hours** *(RCA VideoDiscs)*	3	4
3.	**Psycho II** *(MCA)* G	—	1
4.	**Blue Thunder** *(RCA VideoDiscs)*	—	1
5.	**The Man from Snowy River** *(CBS/Fox)*	—	1

Top 5 in laserdisc sales

1.	**Flashdance** *(Paramount)*	1	2
2.	**Poltergeist** *(MGM/UA)* GPI	—	1
3.	**48 Hours** *(Paramount)*	2	5
4.	**Thunderball** *(CBS/Fox)*	4	2
5.	**Das Boot** *(RCA/Columbia)*	—	1

G—Title has gone gold—has sold 25,000 on disc and/or cassette and has sales of at least $1 million. (RIAA/Video)
P—Title has gone platinum—has sold 50,000 on disc and/or cassette and has sales of at least $2 million. (RIAA/Video)
I—Golden Videocassettes award—has audited return of sales or rentals of $1 million unless company has a return policy. Then, the allowance must be deducted from the gross revenue. (ITA)

VIDEO/NEW RELEASES

MCA

THE JACK BENNY PROGRAM (1958, 1959) The beloved funnyman appears in two episodes from his TV series. Jack and Rochester go shopping in The Christmas Show and travel to New York by train in The Railroad Station. *B/W C: $29.95.*

JAWS 3 (1983) Just when you thought it was safe to go back to the video store! Dealers, however, have nothing to fear from MCA's Jaws promotion. Until Jan. 25, Jaws 3 will carry a suggested retail price of $39.95. And, for every three copies ordered, dealers can obtain one each of Jaws and Jaws 2, also at $39.95 suggested retail. Prices on all three revert to $79.95 when the promotion ends. P-o-p, a four percent local advertising allowance and national advertising will help promote sell-through. *Color PG 98 minutes Stereo C CED LV.*

MEDIA

THE GREY FOX (1983) After 33 years in San Quentin, stagecoach robber Bill Miner (Richard Farnsworth) is released to a world of newfangled inventions, including the movie and the locomotive. Undaunted, he picks up the pieces of his life and at age 60 embarks on a new career—train robbery. *Color PG 92 minutes C: $69.95.*

RCA VIDEODISC

THE BLACK STALLION RETURNS *Color 93 minutes $24.98.*
THE DEER HUNTER *Color 183 minutes $39.98.*
DIAL "M" FOR MURDER *Color 105 minutes $24.98.*
GANDHI *Color 188 minutes $39.98.*
THE GREAT SANTINI *Color 118 minutes $24.98.*
MY LITTLE CHICKADEE *B/W 83 minutes $19.98.*

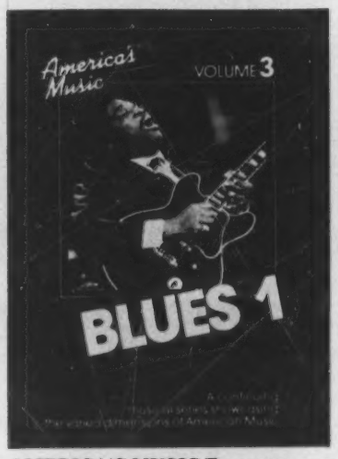
THORN EMI

THOMAS DOLBY This music video and another, The Steve Miller Band, are the initial releases on the new label, Thorn EMI World Class Music Video. The firm has dedicated itself to releasing more music video programs and to distributing them in more music/record outlets. *Color Stereo C: $29.95.*
THE WORLD AT WAR This documentary on the Second World War, narrated by Sir Laurence Olivier, will be released in 26 volumes over the next six months. The first six one-hour volumes are available now. Each: *Color C: $29.95.*

VESTRON

MICHAEL JACKSON: MAKING THE THRILLER VIDEO (1983) The real "thriller" here for dealers is the price: $29.95 suggested retail for all formats. This program combines selections from Jackson's music videos, including the legendary Beat It and Billie Jean, with concert footage. The main focus of the program, however, is the creation of the Thriller video, which was produced by John Landis. If cost is any sign of quality (and it certainly was with Beat It), fans will be happy to learn that the 10-minute Thriller video took a cool $1 million-plus to make. *Color 60 minutes Stereo & Beta Hifi C: $29.95 CED: $29.95 LV: $29.95.*

VIDEO GEMS



AMERICA'S MUSIC Two programs of the 22 to be released are now available. Consisting of performances in cabaret settings mixed with historic footage, the series will showcase music styles such as Country and Western, Traditional Jazz, Gospel, the Big Bands, Rock 'n' Roll and Regional Music. The first two releases are Blues 1, with performances by B.B. King, Linda Hopkins and others, and Rhythm & Blues 1, featuring Billy Eckstine, Ruth Brown, Billy Preston and others. All: *Color approx. 60 minutes Stereo & Beta Hifi C: $49.95.*

WARNER

RISKY BUSINESS (1983) The very funny summer hit about a high school boy who becomes involved with a high-class call girl. He learns a lot about sex, the free enterprise system and the easy way to get into an Ivy League college. *Color R 99 minutes Stereo & Beta Hifi C: $69.95 CED: $34.98. LV: $34.98.*
SUPERMAN III (1983) Or, as Richard Pryor calls him, "Supe." Christopher Reeves and Pryor star in the sequel to the sequel, where the man of steel takes on the creature of silicon, that is, the computer. *Color PG 125 minutes C: $69.95 CED: $39.98 LV: $39.98.*
TWILIGHT ZONE—THE MOVIE (1983) Four noted directors—John Landis, Steven Spielberg, Joe Dante and George Miller—took a crack at remaking four different episodes of Rod Serling's Twilight Zone. *Color PG 101 minutes C: $69.95 CED: $34.98 LV: $34.98.*

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Home and Auto Electronics • Housewares • Major Appliance

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- See high-tech telephones perform amazing feats
- Hear digital audio — in cars for the first time
- Witness flat-screen TV's with extra-large viewing area
- Marvel at new low prices for compact disc players
- Let self-help software solve your computer problems

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...new products give retailers a new profit-building

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MERCHANDISING (USPS 104-810) (ISSN 0362-3920) is published monthly by Gralla Publications, 1515 Broadway, New York, NY 10036. Telephone (212) 869-1300. Circulated free of charge to individuals involved in the retailing of major appliances, housewares and consumer electronics. All other U.S. subscriptions $33.00 per year. Foreign subscriptions $55.00 per year. Single copies $4.00 except for March and May issues $15.00. Second Class postage paid at New York, NY and additional mailing offices.

SUBSCRIPTION INFORMATION AND ADDRESS CHANGES: Write to MERCHANDISING, Circulation Department, Room 930, 1501 Broadway, New York, NY 10036. Change-of-address notices should be sent promptly, provide old as well as new address, include ZIP code number and address label from recent issue. Please allow one month for change of address to become effective.

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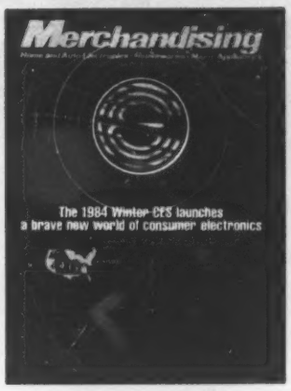
January 1984
Our 77th Year
Vol. 9, No. 1



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